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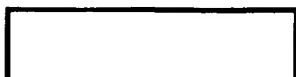
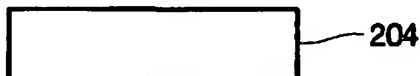
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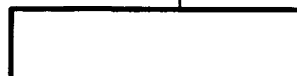
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(57) **Abstract:** A method and apparatus for delivering content to a user are disclosed. A data bit-stream is provided having a base layer data bit-stream and at least one enhancement layer data bit-stream. The data bit-streams are stored separately in a storage device. The stored content is then offered at different quality levels. When a request is received from the user for the content at a specified quality level, the base layer data bit-stream and however many enhancement layer data bit-streams that are needed to produce the specified quality level are downloaded to the user.